

FIG. 1

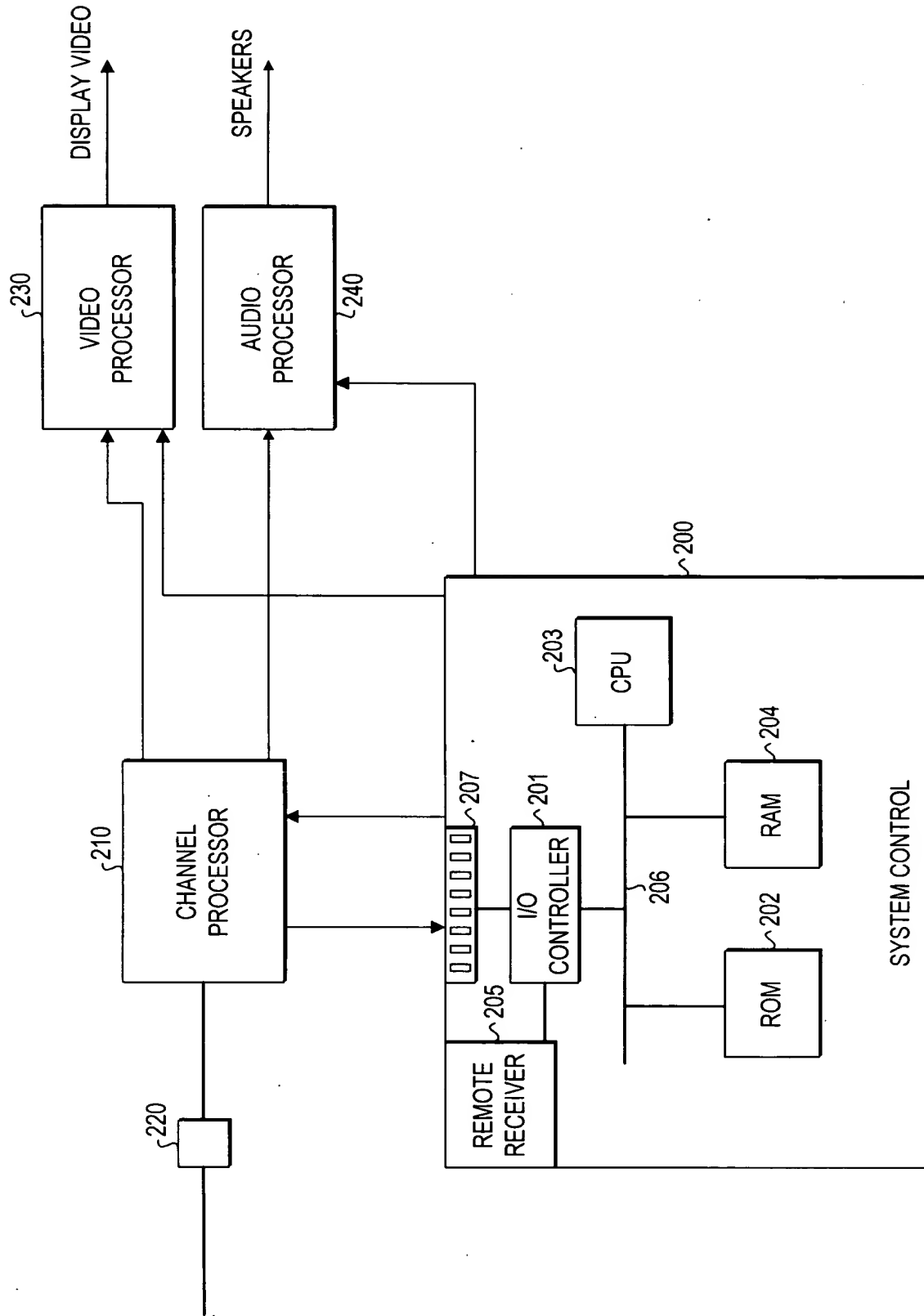


FIG. 2

3/21

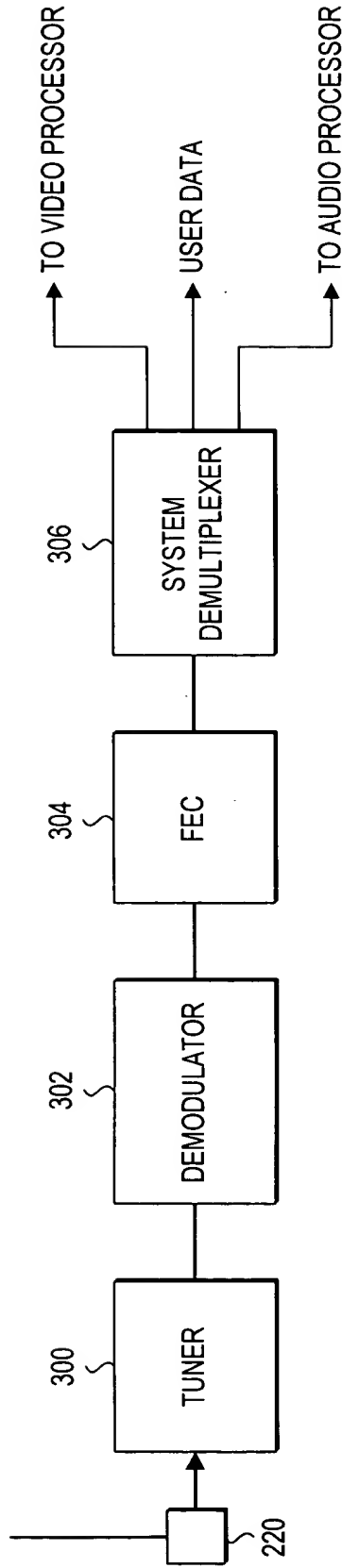


FIG. 3

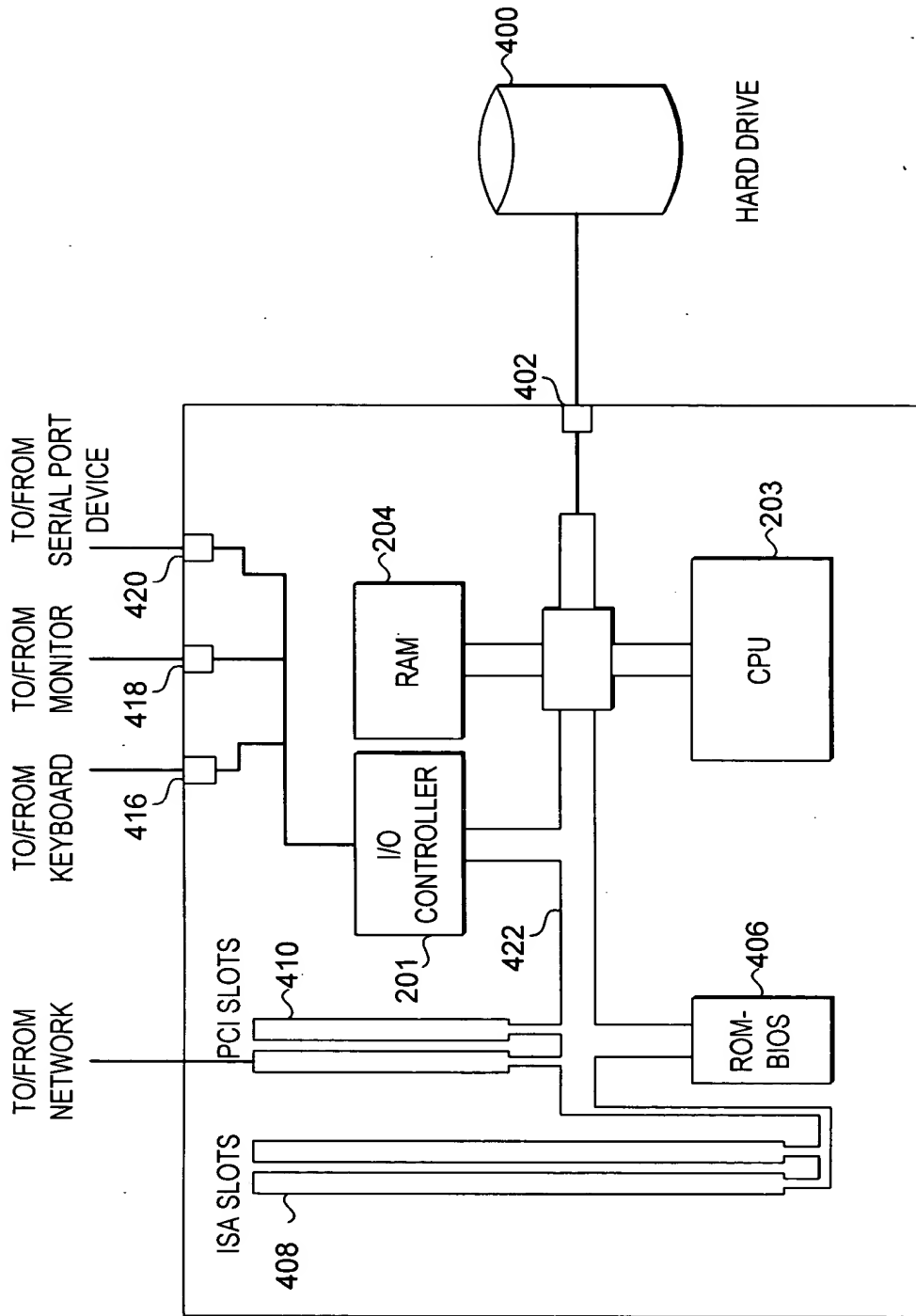


FIG. 4

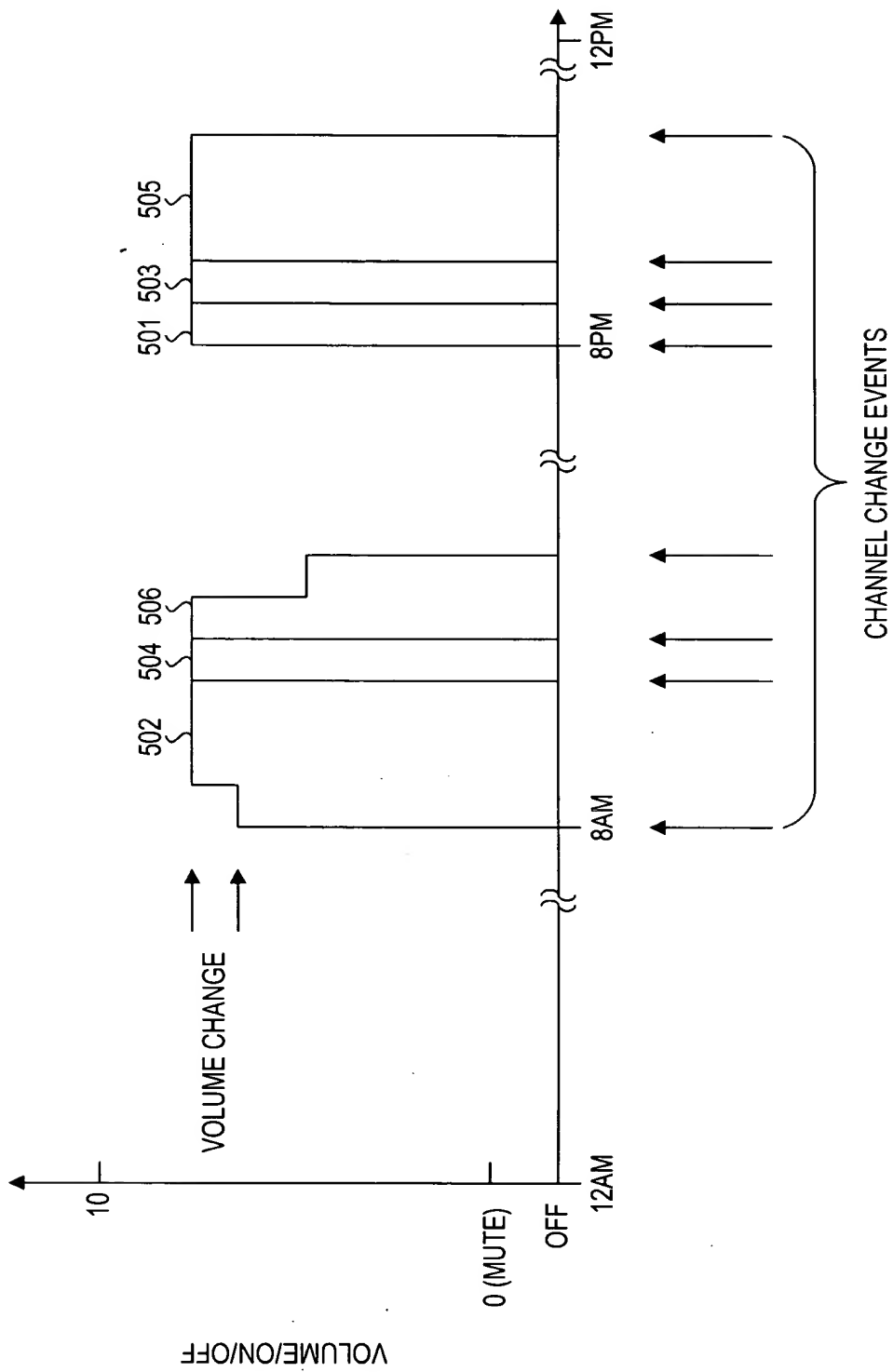


FIG. 5

6/21

602 TIME	604 CHANNEL ID	603 PROGRAM TITLE	601 VOLUME
08:01:25AM	06	"MORNING TV" "GOOD MORNING AMERICA" "GOOD MORNING AMERICA"	5/10
08:01:45AM	13		5/10
08:03:25AM	13		6/10
⋮			
06:11:25PM	09	"SEINFELD" "ADVERTISING" "SEINFELD" "ADVERTISING" "LIVING SINGLE"	5/10
06:15:23PM	09		5/10
06:17:25PM	09		5/10
06:28:10PM	09		5/10
06:30:07PM	52		5/10
⋮			

FIG. 6

7/21

TIME OF DAY	MINUTES WATCHED	CHANNEL CHANGES	AVERAGE VOLUME
MORNING (6AM-9AM)	61	2	5/10
MID-DAY (9AM-3PM)	0	0	-
AFTERNOON (3PM-6PM)	0	0	-
NIGHT (6PM-10PM)	122	4	6/10
LATE NIGHT (12AM-6AM)	0	0	-
TOTAL	183	6	5.7/10

FIG. 7

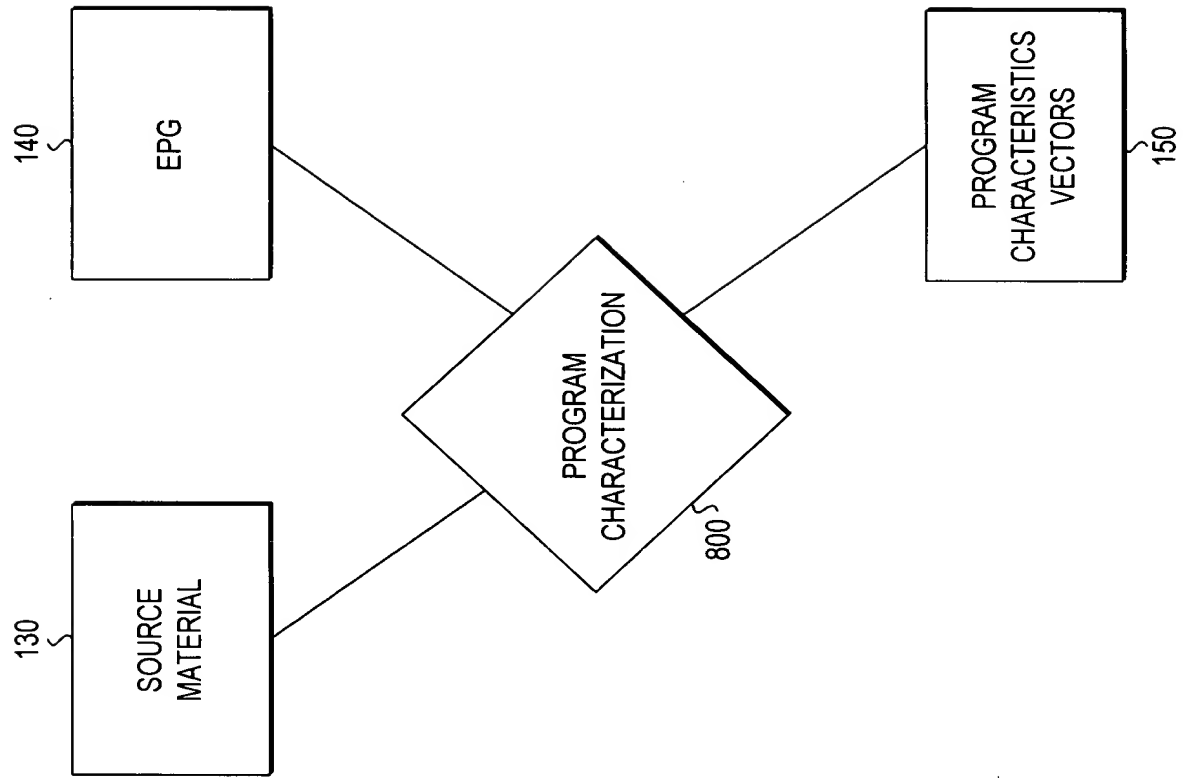


FIG. 8A

9/21

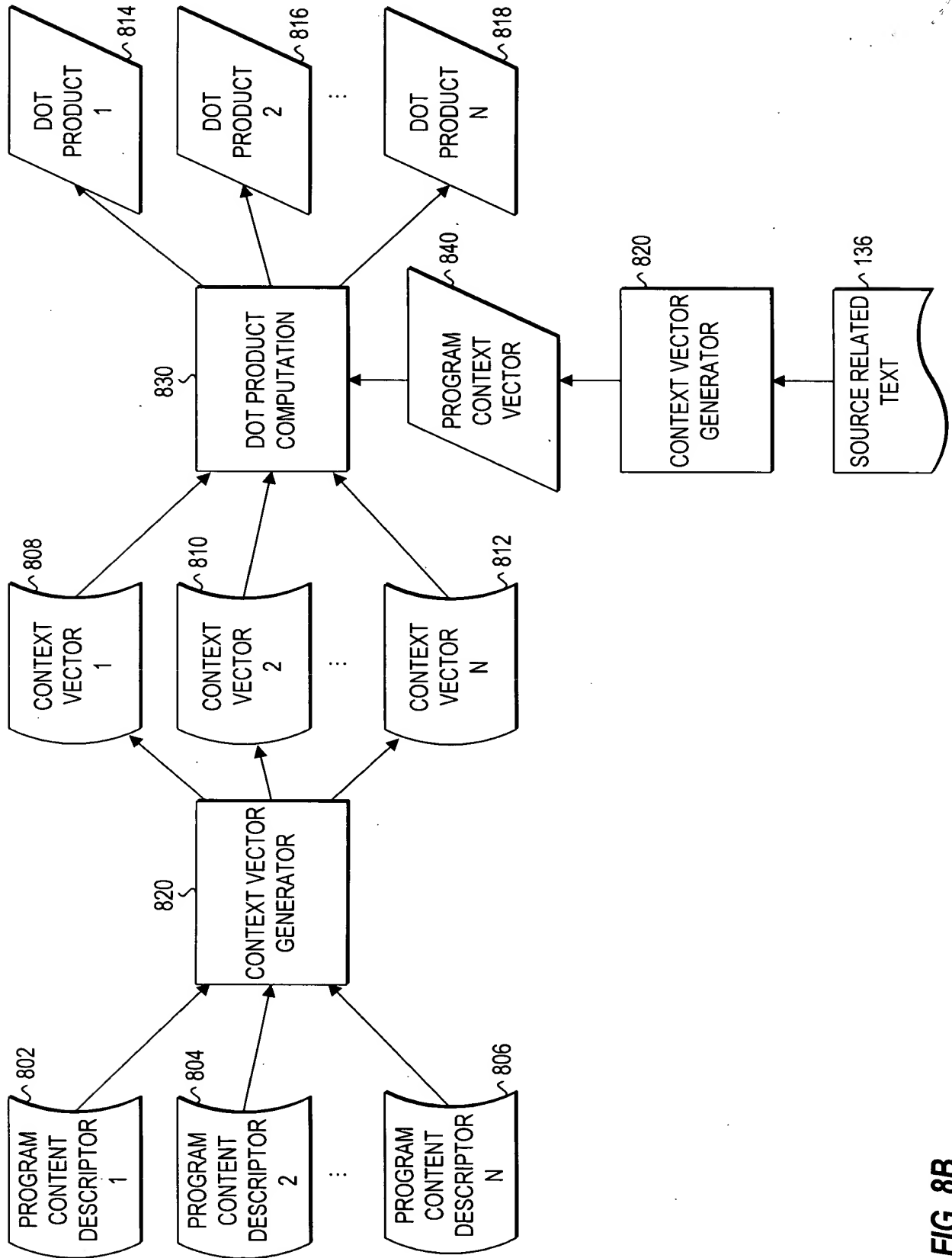


FIG. 8B

10/21

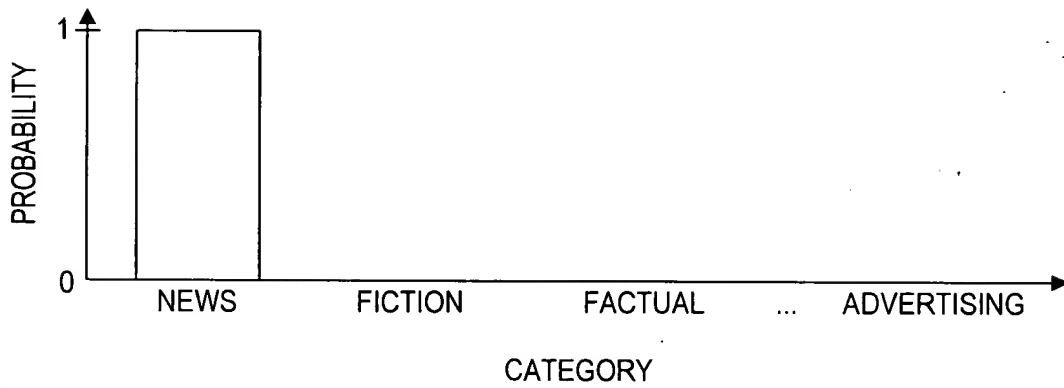


FIG. 9A

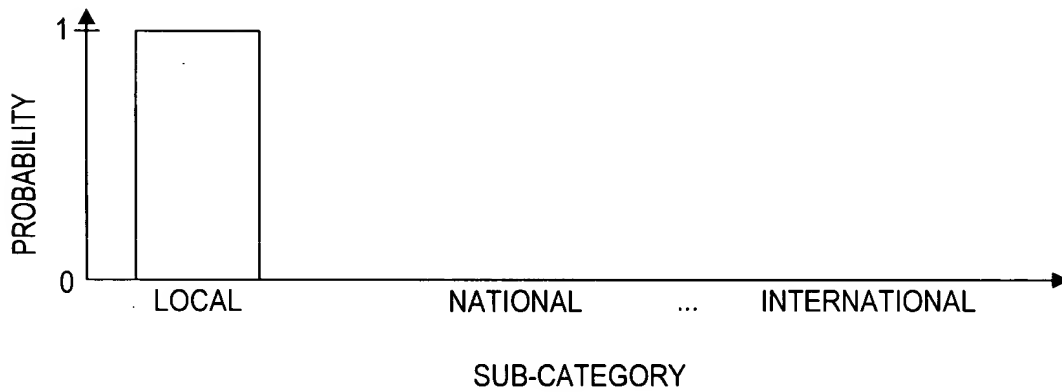


FIG. 9B

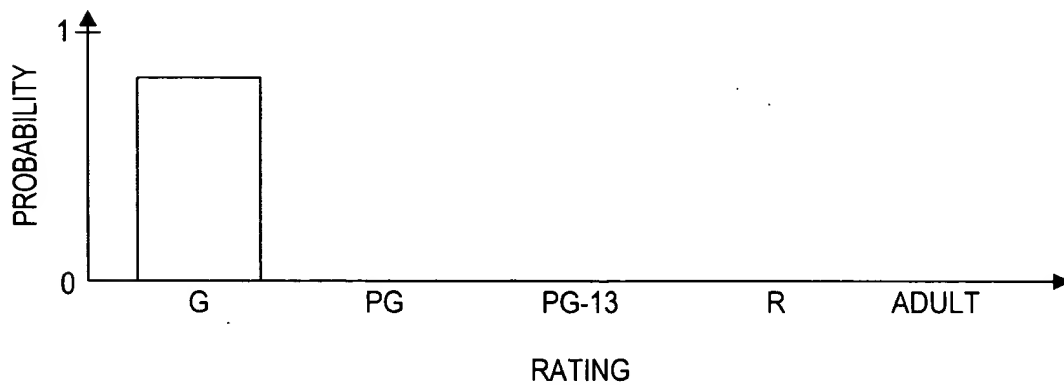


FIG. 9C

11/21

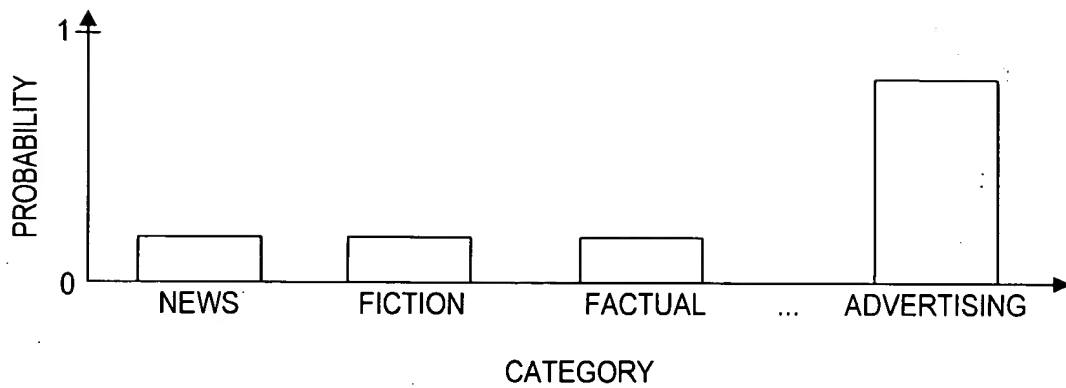


FIG. 9D

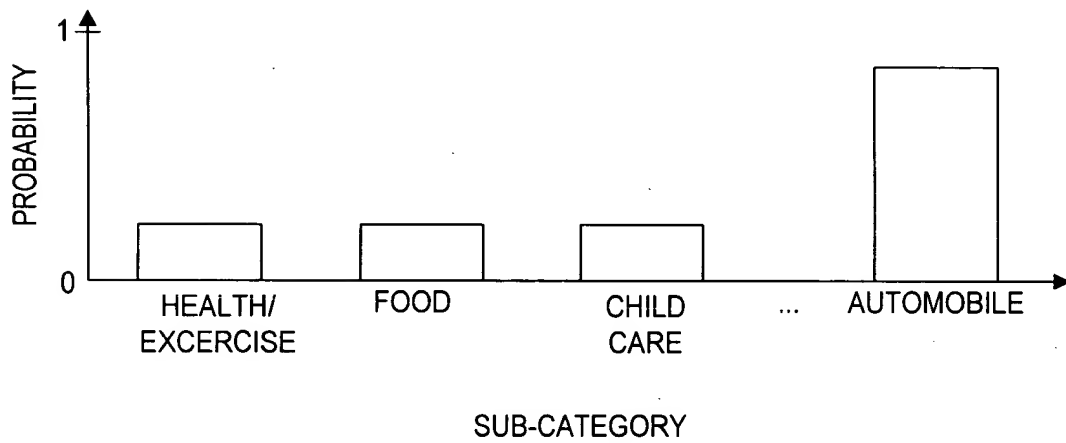


FIG. 9E

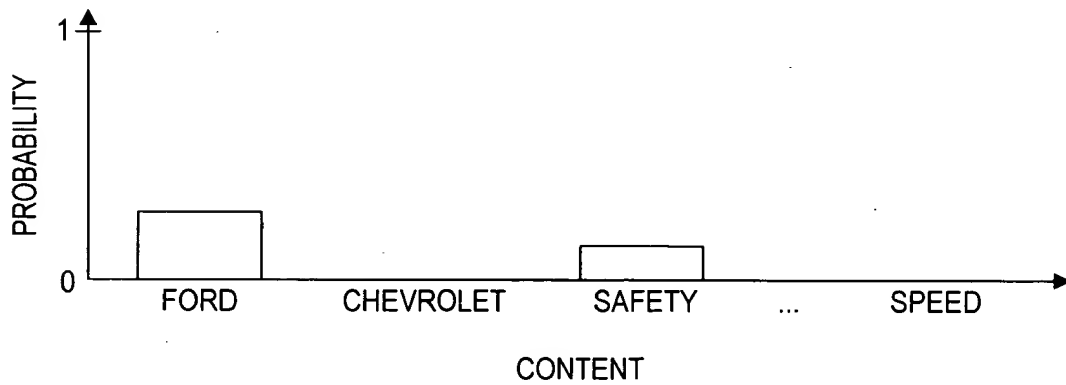


FIG. 9F

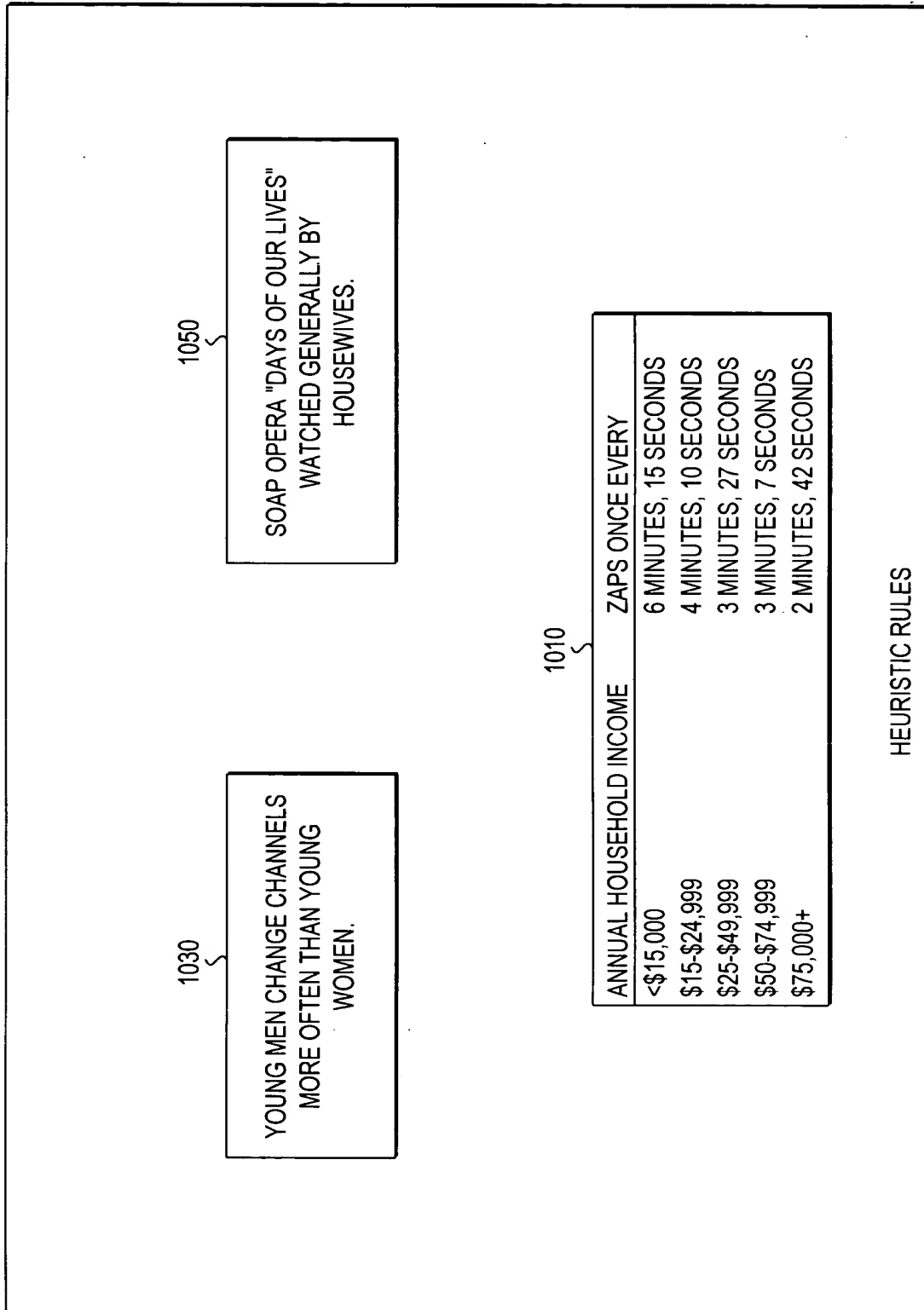


FIG. 10A

DEMOGRAPHIC GROUPS						
CATEGORIES	AGE			INCOME		
	0-10	10-18	>70	0-20K	20-50K	50-100K
NEWS	SIZE			GENDER		
	1	2	>5	M	F	
NEWS	0.1	0.1	0.4	0.2	0.3	0.4
FICTION	0.5	0.3	0.2	0.4	0.2	0.3
FACTUAL	0.2	0.2	0.3	0.1	0.4	0.2
:						
ADVERTISING	0.1	0.3	0.5	0.3	0.2	0.1
				0.2	0.1	0.3
				0.3	0.7	
				0.8	0.2	
				0.4	0.6	
				0.5	0.5	

FIG. 10B

14/21

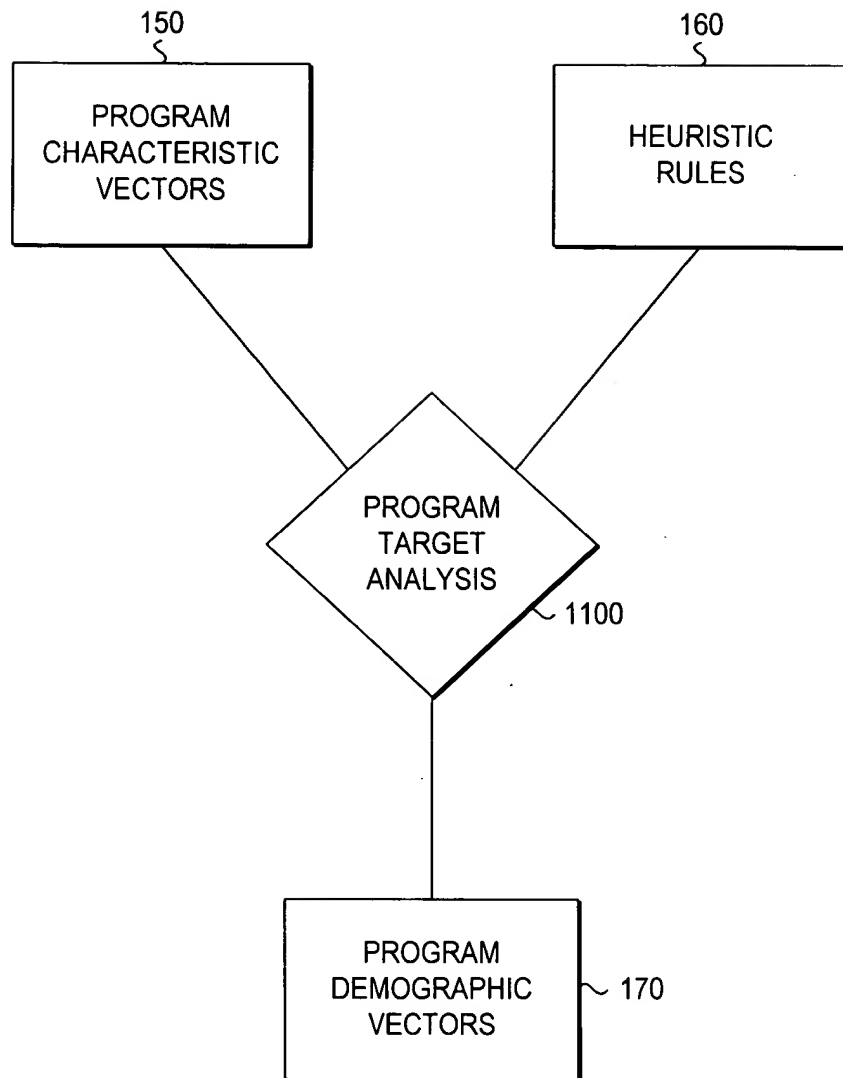


FIG. 11

15/21

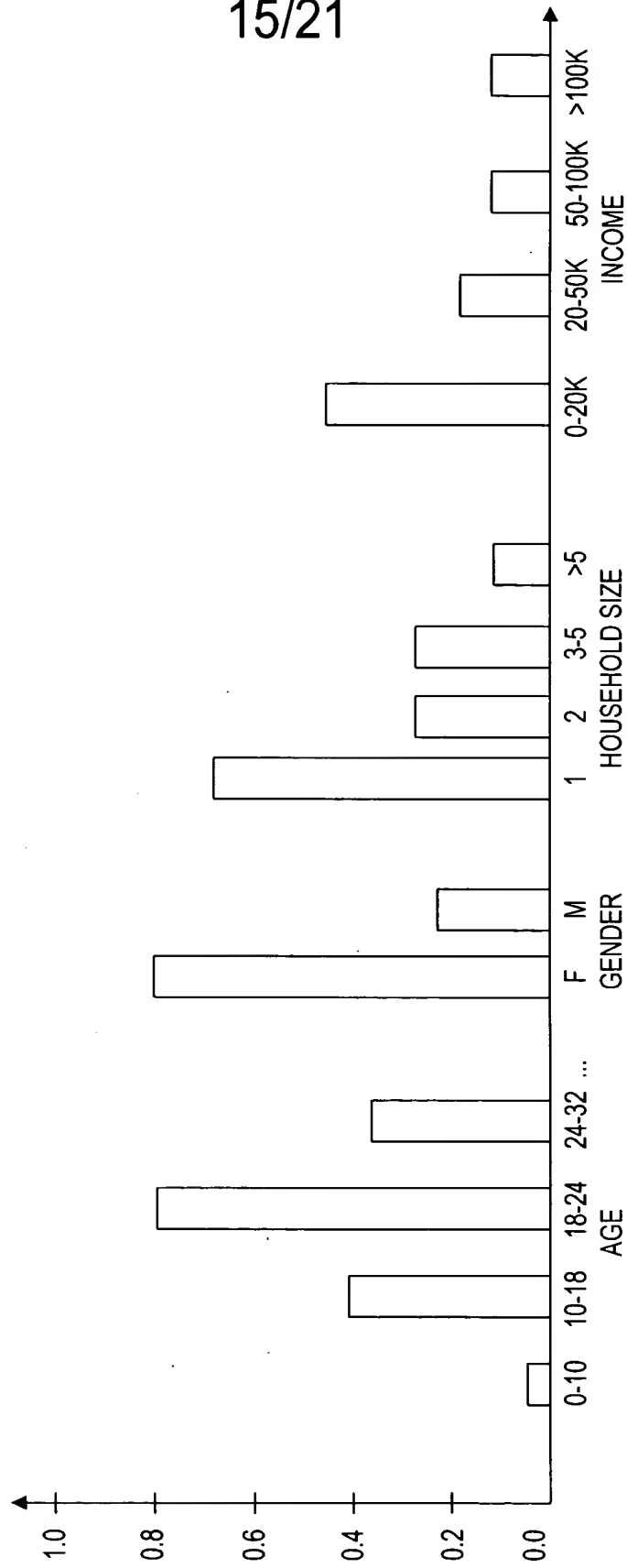


FIG. 12

16/21

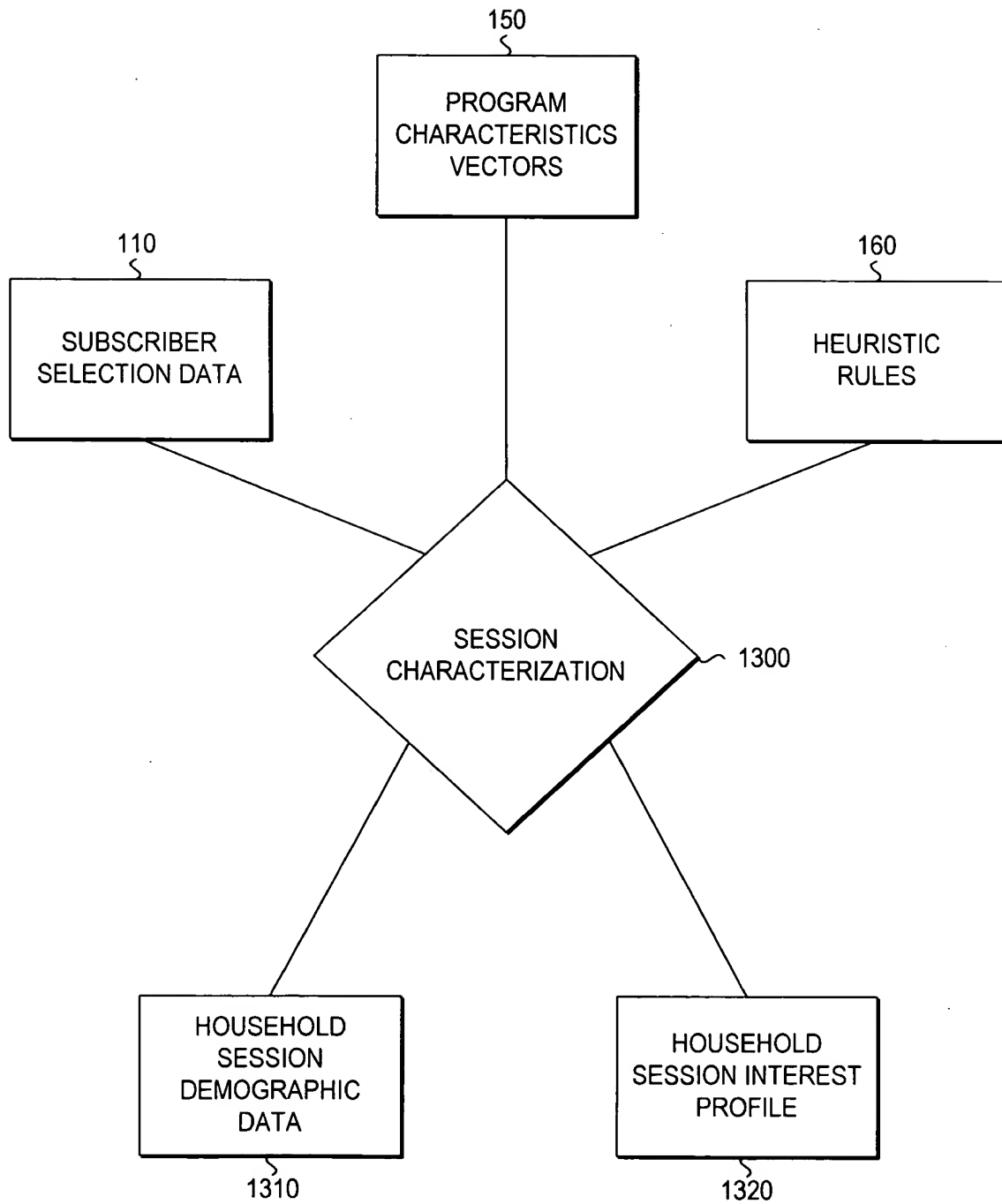


FIG. 13

17/21

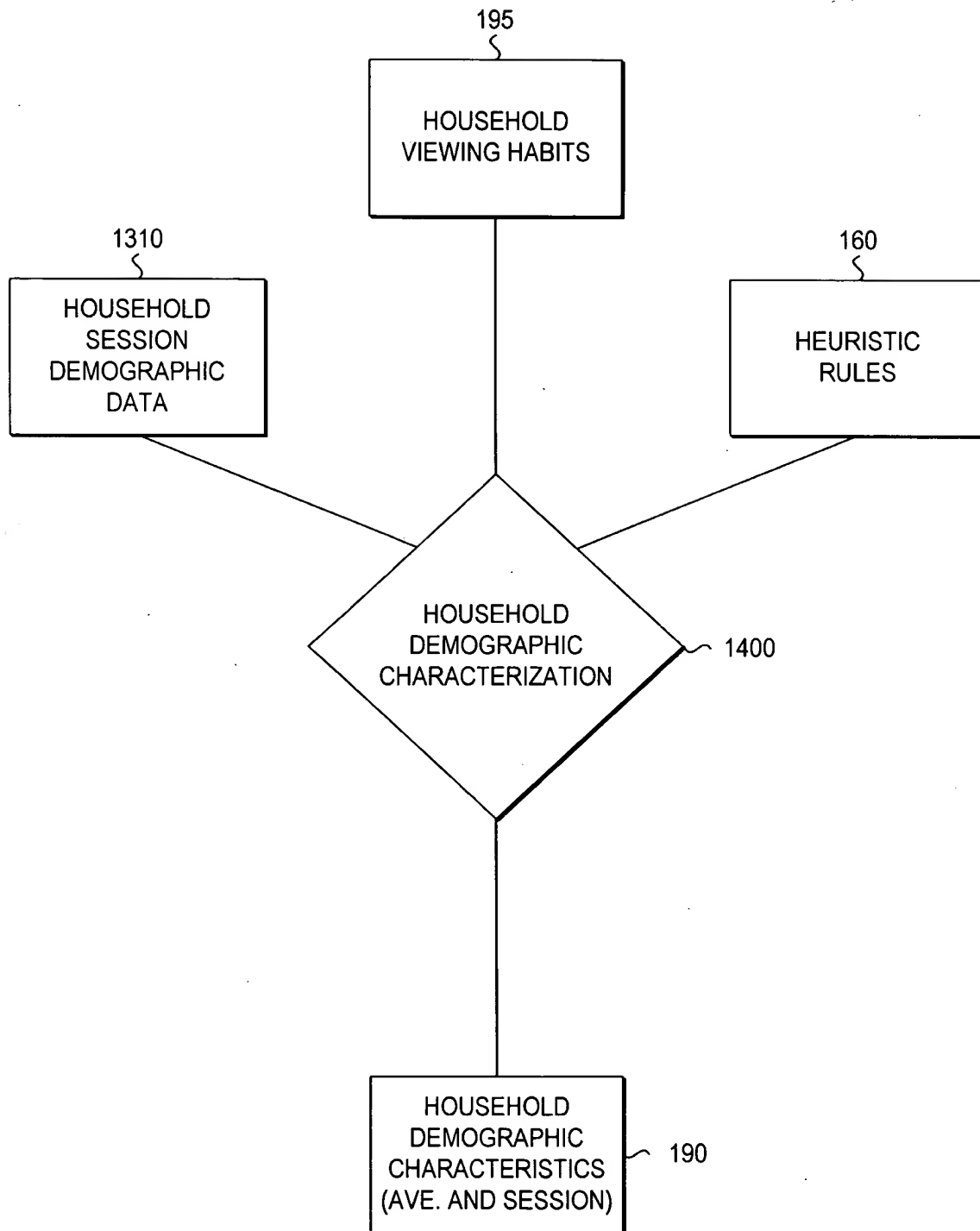


FIG. 14

18/21

1501 \$	1505 \$	1503 \$	1507 \$
HOUSEHOLD PARAMETER	AVERAGE VALUE	SESSION VALUE	UPDATE?
SIZE	2.6	3.0	YES
AGE	23.5	12	YES
SEX (FEMALE=1)	0.6	0.7	YES
INCOME (\$0-\$20K)	0.1	0.1	YES
INCOME (\$20-\$50K)	0.6	0.7	YES
INCOME (\$50-\$100K)	0.2	0.1	YES
INCOME (>\$100K)	0.1	0.1	YES
ZIP CODE			NO
TELEPHONE NUMBER			NO

FIG. 15

19/21

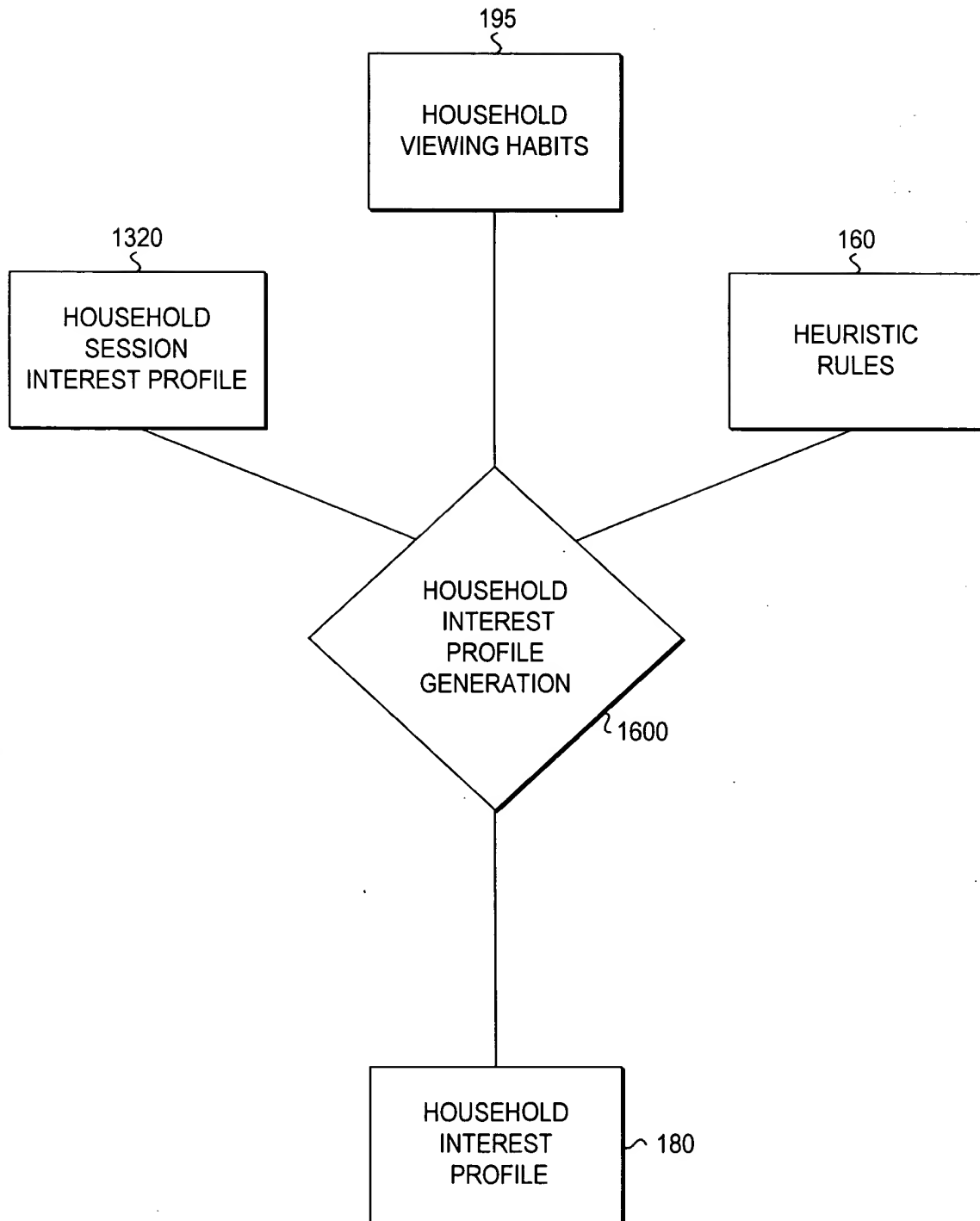


FIG. 16

20/21

	1701 HOUSEHOLD INTEREST	1703 AVERAGE VALUE	1705 SESSION VALUE
1709 PROGRAMMING	DRAMA ROMANCE ACTION SITCOM : SPORTS	0.1 0.1 0.6 0.2 0	0.20 0.20 0.25 0.30 0.05
1707 PRODUCTS	HEALTH/EXCERCISE FOOD CHILD RELATED TOYS : AUTOMOBILE	0.6 0.3 0.0 0.0 0.1	0.2 0.4 0.1 0.1 0.2

FIG. 17

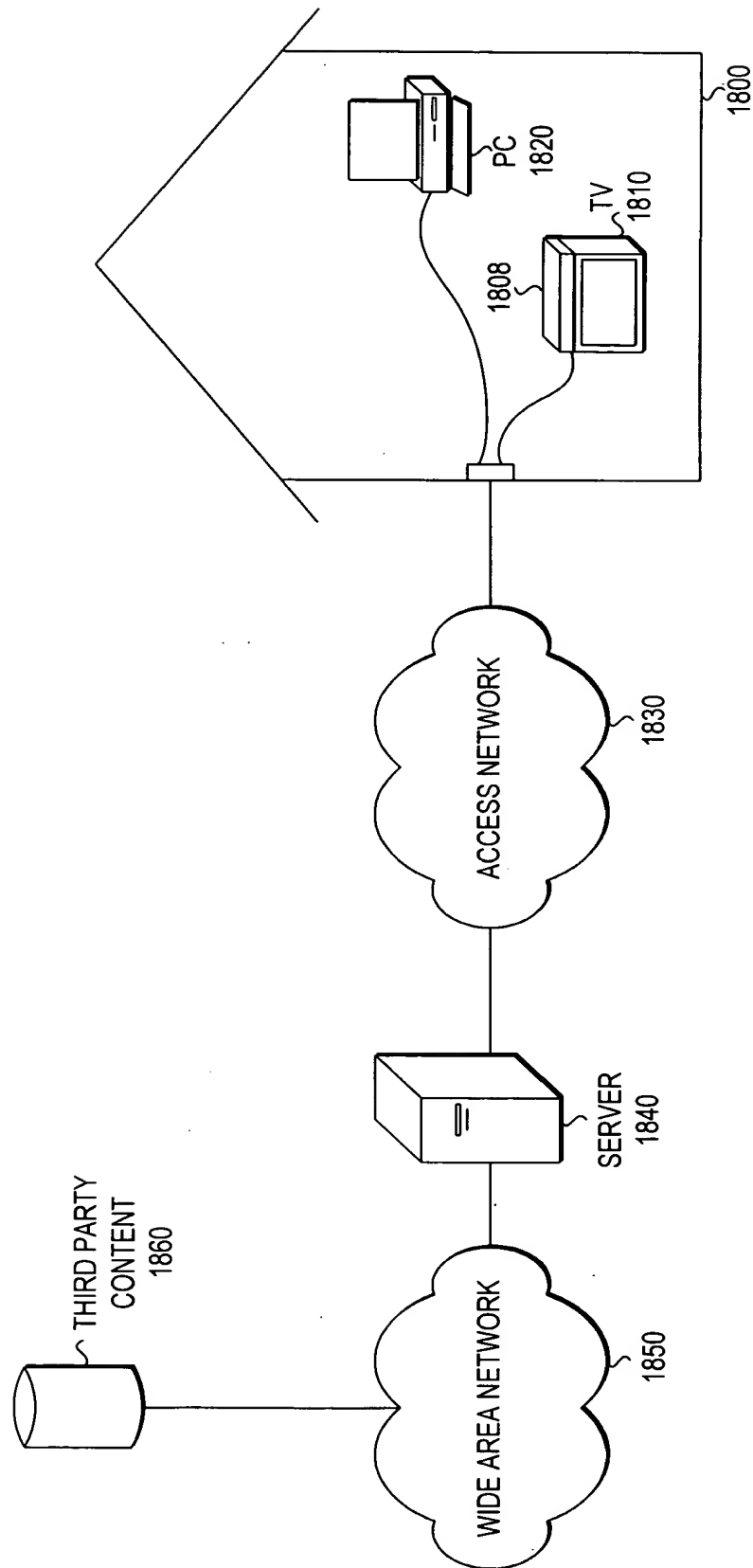


FIG. 18